

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

The application of: Eller et al.

Serial No.: 09/553,012 Art Unit: 2674
 Filed: April 20, 2000 Examiner: Kevin M. Nguyen
 For: SYSTEM AND METHOD FOR SELLING ADVERTISING SPACE ON ELECTRONIC BILLBOARDS
 OVER THE INTERNET

RECEIVED

Mail Stop AF
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

NOV 20 2003

Technology Center 2600

**TRANSMITTAL OF APPEAL BRIEF
 (PATENT APPLICATION - 37 CFR 1.192)**

1. Transmitted herewith in triplicate is the APPEAL BRIEF in this application with respect to the Notice of Appeal filed on September 11, 2003.

NOTE: "The appellant shall, within 2 months from the date of the notice of appeal under § 1.191 in an application, reissue application, or patent under reexamination, or within the time allowed for response to the action appealed from, if such time is later, file a brief in triplicate." 37 CFR 1.192(a) (emphasis added).

2. STATUS OF APPLICANT

This application is on behalf of
 other than a small entity
 small entity

3. FEE FOR FILING APPEAL BRIEF

Pursuant to 37 CFR 1.17(f) the fee for filing the Appeal Brief is:

<input checked="" type="checkbox"/> small entity	\$165.00
<input type="checkbox"/> other than a small entity	\$330.00

Appeal Brief fee due \$165.00

CERTIFICATE OF MAILING (37 CFR § 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Toni Stanley

(Type or print name of person mailing paper)

Toni Stanley
 (Signature of person mailing paper)

(Page 1 of 3)

Date: 11-11-03

4. EXTENSION OF TERM

NOTE: The time periods set forth in 37 CFR 1.192(a) are subject to the provision of § 1.136 for patent applications. 37 CFR 1.191(d). Also see Notice of November 5, 1985 (1060 O.G. 27).

The proceedings herein are for a patent application and the provisions of 37 CFR 1.136 apply.

(complete (a) or (b) as applicable)

(a) Applicants petition for an extension of time under 37 CFR 1.136 (fees: 37 CFR 1.17(a)-(d)) for the total number of months checked below:

Extension (months)	Fee for other than small entity	Fee for small entity
<input type="checkbox"/> one month	\$ 110.00	\$ 55.00
<input type="checkbox"/> two months	\$ 420.00	\$ 210.00
<input type="checkbox"/> three months	\$ 950.00	\$ 475.00
<input type="checkbox"/> four months	\$ 1,480.00	\$ 740.00
Fee		\$ _____

If an additional extension of time is required, please consider this a petition therefor.

(check and complete the next item, if applicable)

An extension for _____ months has already been secured and the fee paid therefor of \$ _____ is deducted from the total fee due for the total months of extension now requested.

Extension fee due with this request \$ _____
or

(b) Applicants believe that no extension of term is required. However, this conditional petition is being made to provide for the possibility that applicants have inadvertently overlooked the need for a petition and fee for extension of time.

5. TOTAL FEE DUE

The total fee due is:

Appeal Brief fee \$165.00

Extension fee (if any) \$0.00

TOTAL FEE DUE \$165.00

6. FEE PAYMENT

Attached is a check in the sum of \$ 0
 Charge Account No. 23-2426 (12179-P081US) the sum of \$165.00.

A duplicate of this transmittal is attached.

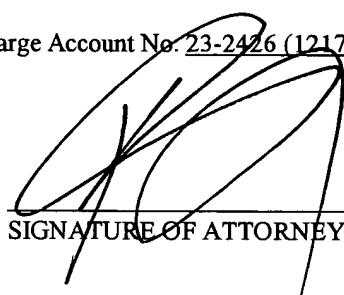
7. FEE DEFICIENCY

NOTE: If there is a fee deficiency and there is no authorization to charge an account, additional fees are necessary to cover the additional time consumed in making up the original deficiency. If the maximum, six-month period has expired before the deficiency is noted and corrected, the application is held abandoned. In those instances where authorization to charge is included, processing delays are encountered in returning the papers to the PTO Finance Branch in order to apply these charges prior to action on the cases. Authorization to charge the deposit account for any fee deficiency should be checked. See the Notice of April 7, 1986, 1065 O.G. 31-33.

If any additional extension and/or fee is required, this is a request therefor and to charge Account No. 23-2426 (12179-P081US).

AND/OR

If any additional fee for claims is required, charge Account No. 23-2426 (12179-P081US).

Reg. No.: 36,571
SIGNATURE OF ATTORNEYTel. No.: (512) 370-2851

Kelly K. Kordzik
WINSTEAD SECHREST & MINICK P.C.
P.O. Box 50784
1201 Main Street
Dallas, Texas 75250-0784

AUSTIN_1\236141\1
12179-P081US 11/11/2003

12179-P081US

PATENT



- 1 -

BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

#32-1/3
L74800
12/02/03

In re Application: Eller et al.

RECEIVED

Serial No.: 09/553,012

NOV 20 2003

Filed: April 20, 2000

Technology Center 2600

Art Unit: 2674

Examiner: Kevin Nguyen

For: SYSTEM AND METHOD FOR SELLING ADVERTISING
SPACE ON ELECTRONIC BILLBOARDS OVER THE
INTERNET

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

APPEAL BRIEF

I. REAL PARTY-IN-INTEREST

The real party in interest is SI Diamond Technology, Inc., who is the assignee of the entire right and interest in the present Application.

CERTIFICATION UNDER 37 C.F.R. § 1.8

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on November 11, 2003.

Toni Stanley
Signature
Toni Stanley
(Printed name of person certifying)

11/19/2003 MGE BREM1 00000090 232426 09553012
01 FC:2401 165.00 DA

II. RELATED APPEALS AND INTERFERENCES

There are no appeals or interferences known to Appellants, the Appellants' legal representative, or assignee which will directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

III. STATUS OF CLAIMS

Claims 14, 16-25, 27-35, 37-41 and 55 are pending in the Application, and also stand rejected.

IV. STATUS OF AMENDMENTS

There were no amendments to the claims or Specification filed after the final rejection.

V. SUMMARY OF THE INVENTION

Outdoor billboards are located throughout the United States and even worldwide. Traditionally, billboards have been of the paper/poster type, where the ad on the billboard must be manually changed on a periodic basis using one or more workers. As a result, for a definitive period of time, usually one month or longer, only a single ad can be displayed on any particular billboard.

FIGURE 2A illustrates an outdoor billboard 201 having an electronic display 200. A processor and memory device, along with driver electronics and software are located at the electronic billboard site. The images to be displayed can be stored within the memory, and then are displayed in a desired manner using software. For example, a multitude of different ads can be displayed at different and preselected frequencies and durations of time. The ads can be uploaded to the billboard system through a direct connection locally, or remotely using landlines, cable, satellite

signaling, fiber optic cable, wireless transmissions, etc. As a result, a central location can upload various ads to various billboards located across the United States (FIGURE 1 illustrates an example of electronic billboards, noted by X's, throughout the United States), or even worldwide.

Referring to FIGURE 3, a client who wishes to display their ad on a particular billboard somewhere within the world will log onto a network, such as the Internet, and visit the web site operated by the billboard provider. In step 302, the client may view a map with indications where the billboard provider's electronic billboards are located.

In step 303, the client will select a billboard. In step 304, a list of open times and their durations available for ad space at the selected billboard is provided to the client. The client, in step 305, can then select an available time slot and duration. Upon selection of the available time slot and duration, the cost for the ad space may be provided to the client in those instances where a fee is applicable. In step 306, the client will purchase the desired amount of time (if applicable). In step 307, the client proceeds to prepare their own ad (or other information to be displayed) for display. Once the ad is created, then the client may upload the created ad to a central location for approval by the billboard provider in step 308. Certain pre-approved clients may be able to skip step 308 and upload their ad directly to the billboard system. In step 309, once approved, the ad is scheduled by the billboard provider for downloading to the selected billboard system for display at the desired time and duration.

VI. ISSUES

1. Is the disclosure properly objected to for including embedded hyperlinks?

2. Are claims 14, 16-25, 27-35, 37-41 and 55 properly rejected under 35 U.S.C. § 103 as being unpatentable over *Royal, Jr. et al.* (U.S. Patent No. 5,980,090) in view of *Adler et al.* (U.S. Patent No. 6,009,404)?

VII. GROUPING OF CLAIMS

Claims 14, 16-25, 27-35, 37-41 and 55 are to be considered individually per the reasons set forth in Section VIII.

VIII. ARGUMENT

1. The disclosure is not properly objected to for including embedded hyperlinks.

The Examiner has objected to the Specification because it contains an embedded hyperlink. Applicants respectfully traverse this objection. MPEP § 608.01 states that objectionable URLs include either the symbols "< >" or "http://" followed by a URL address. None of the alleged "hyperlinks" the Examiner is referring to in the Specification include such appended symbols.

Furthermore, where the hyperlinks and/or other forms of browser-executable codes are part of the Applicants' invention and it is necessary to have them included in the patent application in order to comply with the requirements of 35 U.S.C. § 112, first paragraph, and Applicant does not intend to have these hyperlinks be active links, the Examiner should not object to these hyperlinks. Applicants respectfully assert that that is the case in this instance. It is noted that MPEP § 608.01 also states that the Patent Office will disable these hyperlinks when preparing the text to be loaded onto the USPTO web database.

2. Claims 14, 16-17, 2-22, 24-25, 27-35, 37-41 and 55 are not properly rejected under 35 U.S.C. § 103 as being unpatentable over Royal in view of Adler.

With respect to claim 14, the Examiner has admitted that *Royal* fails to teach the steps of selecting, via the third information handling system, a time period for displaying the information on the selected electronic billboard, and displaying the information on the selected electronic billboard during the selected time period. To overcome this deficiency, the Examiner has cited *Adler* for teaching a system which includes a time allocation controller that allocates time available in a particular advertising region in a display device. In response, Applicants respectfully assert that *Adler* fails to teach the selecting and displaying steps, contrary to the Examiner's assertion. Claim 14 specifically recites that there are first and second billboards, one of these billboards is selected for uploading of display information, and then a time period for displaying such information is selected for the selected electronic billboard, and the information is then displayed on that selected electronic billboard during the selected time period. This is not possible with *Adler*. Instead, *Adler* merely teaches that at least two advertisements may be allocated to be displayed on a single display device of a remote computer, so that the advertisements may be displayed at different times on that particular single remote computer. Column 2, lines 13-21; column 8, lines 30-39. Thus, it is impossible for *Adler* to select a time period for displaying information on an electronic billboard that has been selected from at least two electronic billboards at separate locations, for then displaying that information at that selected time period. Furthermore, in combining *Adler* and *Royal*, the Examiner has provided the following motivation:

Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the invention to utilize the third information handling system (105a) selecting a time period (110) for displaying advertised information (205) taught by *Adler* on *Royal*'s selected electronic billboard system because client would visit web site at any computers that having Internet to advertise the advertisements via Internet interface [sic].

Applicants respectfully assert that this motivation provided by the Examiner is insufficient to support a *prima facie* case of obviousness. First of all, this motivation in support of the Examiner's rejection is the Examiner's own subjective opinion. It is not objective evidence, which is required to support a Section 103 rejection. The Examiner must identify specifically the reasons one of ordinary skill in the art would have been motivated to select the references and combine them. *In re Dembicza*k, 50 U.S.P.Q.2d 1614, 1617 (Fed. Cir. 1999). An Examiner can satisfy this burden only by showing some objective teaching leading to the combination. *Id.* The requirement is that the Examiner provide actual evidence to support the combination, and broad conclusory statements regarding the teaching of multiple references, standing alone, are not "evidence." *Id.* The Examiner is using hindsight reasoning to parse out the various limitations of claim 14 in order to address these limitations with certain teachings within *Adler* and *Royal*. However, a claim must be reviewed and analyzed as a whole. The step of selecting a time period for displaying the information on the selected electronic billboard and displaying that information during that selected time period cannot be divorced from the other steps of claim 14 where the selected billboard is selected from first and second electronic billboards to display such information. The Examiner believes he has a *prima facie* case by merely finding a teaching in *Adler* of selecting a time period for displaying information on the selected electronic billboard and then the corresponding displaying step. However, this selecting step in claim 14 includes the limitations of "via the third information handling system." The Examiner has glossed over this language, but this language clearly links this selecting step to the other limitations within claim 14. There is no first, second, and third information handling systems taught within *Adler*. Instead, there is clearly only first and second information handling systems taught in *Adler*, as can be seen by viewing Fig. 1. Recall that the first information handling system of the claimed invention is associated with the first electronic billboard, and the second information handling system is associated with the second electronic billboard. It is

the third information handling system that selects which of the first and second electronic billboards will display the information, and as a result, selects the corresponding first and second information handling systems to handle the information to be displayed on the selected billboard. This kind of arrangement is neither taught nor suggested within *Adler*, *Royal*, or their combination. Thus, *Adler* fails to address properly the "third information handling system" of the claim limitations the Examiner is asserting are taught by *Adler*. Therefore, the Examiner cannot ignore the limitation of "via the third information handling system" when attempting to assert that the selecting a time period step is disclosed within *Adler*.

With respect to claims 17 and 55, the Examiner again has cited *Royal* for teaching a list including a map of the first and second locations, and has specifically referred to Figure 7A in *Royal*. Applicants first wish to respond that Applicants have already addressed such an assertion by the Examiner on pages 9 and 10 of their previously filed Second Amendment Under 37 C.F.R. § 1.111. Those arguments are again repeated here. Fig. 7 in *Royal* does not show a map that is displayed so that sites to which information is to be uploaded to can be selected from. Fig. 7 merely shows an overview of a fueling site capable of being accessed by and communicating with a distributor, major oil companies, and a service provider, and that such are exemplary of the variety of functions capable of being provided by the asset management system of the *Royal* invention. Column 8, lines 32-45.

The Examiner continues to try to link the list noted in step 108 of Figure 5 with the map of North America depicted in Figure 7, but has provided no evidence that these two are linked in any way, and has further provided no evidence, except for the Examiner's unsupported subjective assertion, that the map shown in Figure 7 is associated with a list of available electronic billboards.

With respect to claims 18 and 23, again Applicants traverse the assertion by the Examiner that *Royal* teaches having a plurality of advertising displays that are located on a list A, B, C and D of the map in Figure 7. Claim 18 further recites the

step of charging an amount of money for the display of the information on the selected electronic billboard, wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards. Applicants respectfully assert that these limitations are not taught or suggested anywhere within either of the prior art references. The Examiner admits that *Royal* fails to teach these claim limitations, as stated by the Examiner on page 7 of Paper No. 18. The Examiner then goes on to make some assertions in the last paragraph of page 7 of Paper No. 18, which Applicants do not believe are in any way relevant to the claims as recited, nor do they support the Examiner's rejection. The Examiner only specifically addresses these claim limitations on the first full paragraph of page 8 of Paper No. 18 where the Examiner asserts that "it would have been obvious to a person of ordinary skill in the art at the time of the invention to utilize charging an amount of money for the display of the information on the selected electronic billboard reviewed by *Adler* on *Royal's* selected electronic billboard system because client would visit web site at any computers that having Internet to advertise their advertisements via Internet interface on the billboard." First of all, Applicants do not have any idea what the Examiner is trying to assert with this sentence, sense it does not make grammatical sense. Secondly, neither *Adler* or *Royal*, nor their combinations teaches or suggests charging an amount of money for the display of the information on the electronic billboard that is selected from the first and second electronic billboards to display information to be uploaded to the system, wherein the selected electronic billboard is selected from a list of available electronic billboards, which includes the first and second electronic billboards.

With respect to claim 23, Applicants respectfully assert that this claim is patentable for the same reasons as given above with respect to claim 18. Furthermore, Applicants respectfully assert that claim 23 is patentable for the same reason as given above with respect to claims 17 and 55, since claim 23 recites that the list of available electronic billboards includes a map of the first and second locations.

Lastly, claim 23 must be examined by the Examiner under MPEP § 2181, and Applicants respectfully assert that the Examiner has failed to do so.

Applicants respectfully assert that claim 19 must be interpreted and examined under MPEP § 2181. Applicants respectfully assert that the Examiner has failed to do so.

With respect to claim 20, Applicants respectfully traverse this rejection for the same reasons as given above with respect to claim 14, and also assert that the Examiner must examine this claim under *In re Donaldson*. MPEP § 2181. In response, the Examiner has asserted that Applicants' argument is not persuasive because the Examiner has found a prior art element that performs the functions specified in the claims, referencing MPEP § 2183. The problem with this assertion by the Examiner is that the Examiner has not followed the rules set forth in MPEP § 2183, which require the Examiner to provide an explanation and rationale in the Office Action as to why the prior art element is an equivalent. In accordance with MPEP § 2181, if a claim limitation invokes 35 U.S.C. § 112, 6th paragraph, it must be interpreted to cover the corresponding structure, materials, or acts in the Specification and "equivalence thereof." The Examiner, in MPEP § 2183, is given a list of factors that can support a conclusion that the prior art element is an equivalent to the claim limitation. A showing of at least one of the above-noted factors by the Examiner should be sufficient to support a conclusion that the prior art element is an equivalent. MPEP §2184. In addition to the conclusion that the prior art element is an equivalent, Examiner should also demonstrate, where appropriate, why it would have been obvious to one of ordinary skill in the art at the time of the invention to substitute Applicants' described structure, material, or acts for that described in the prior art reference. *Id.* The burden then shifts to Applicant to show that the element shown in the prior art is not an equivalent of the structure, material or acts disclosed in the Application. *Id.* The problem is that the Examiner has not in any way met his burden

of examining claims 19-23 in a proper manner, and therefore the Examiner has not proven a *prima facie* case of obviousness in rejecting these claims.

With respect to claim 22, Applicants respectfully traverse this rejection for similar reasons as given above with respect to claim 17.

With respect to claims 24 and 25, Applicants respectfully traverse this rejection for reasons similarly as given above with respect to claims 14 and 17.

Further, with respect to claim 24, Applicants respectfully assert that there are several limitations recited in claim 24 that are not in any way taught or suggested by *Royal*, contrary to the Examiner's assertions. Neither *Royal* nor *Adler*, nor their combination, teaches or suggests an ebillboard.net server, associated with an electronic billboard. Applicants do not understand the Examiner's statement on page 14 of Paper No. 18, where the Examiner states "These arguments are not persuasive because ebillboard.net server should not disclose in the specification and claim 24 see the rejection above." Unfortunately, this sentence does not make grammatical sense, and thus Applicants have no way of adequately responding to it. Further, the Examiner apparently believes that there is an actual URL address of www.ebillboard.net. The Examiner does not understand that this is merely described in the Specification as a theoretical web site.

Nowhere within *Royal* is such a web site dedicated to a selected billboard taught or suggested. In other words, nowhere within *Royal* is it taught or suggested to have a web site associated with each display at a gas pump. The language in column 8, lines 50-59 does not disclose an Internet/web site/home page dedicated to a selected fuel dispenser 12. This language merely describes a price posting interface page for permitting one to change prices at a particular fuel dispenser. Furthermore, an uploading interface is provided to upgrade software at the computer associated with a particular fuel dispenser. This is not the same as having a web site dedicated to a selected billboard to which optional additional information concerning an advertiser is transmitted to such a web site after being uploaded by an advertiser. The language

in *Royal* in fact teaches the opposite by disclosing a web page that can be utilized to send information from such a web page to the gas pump display.

The Examiner asserts that the step of uploading additional information concerning the advertiser via the remote computer by the advertiser at the advertiser's option is disclosed in *Royal* as the uploading of commercials 1, 2 and 3. The problem with such an assertion by the Examiner is that it again divorces this claim limitation from the remainder of claim 24. Claim 24 further asserts that this optional additional information is transmitted from the ebillboard.net server to a web site dedicated to the selected billboard. In fact, the Examiner has ignored this transmitting step of claim 24. For this reason alone, the Examiner has failed to prove a *prima facie* case of obviousness in rejecting claim 24.

With respect to claim 25, *Royal* does not in any way teach or suggest that a consumer viewing the selected billboard is informed of the availability of additional information concerning the advertiser at the web site dedicated to the selected billboard. *Royal* does not provide any possibility for a consumer at a gas pump to be informed of the availability of additional information at a web page where they can learn more about the advertiser. In view of the Examiner's interpretation of the language at column 8, lines 50-59, *Royal* would have to provide some type of information on the display at the fuel dispenser informing the consumer that they can go to the price posting interface web page to learn more about what is being advertised at the fuel dispenser display. Naturally, this is not what is being taught or suggested by *Royal*. The Examiner attempts to address the foregoing assertions by stating that the commercials that are uploaded teach this limitation. However, nowhere with *Royal* is it taught or disclosed that such commercials inform a consumer viewing the selected display of the availability of additional information concerning the advertiser at the web site dedicated to the selected billboard. It is respectfully submitted by Applicants that the Examiner cannot reject the claims in the

present Application by merely addressing one or two words within a particular limitation.

With respect to claim 27, it recites sending the first information over a second network to the first designated target display, wherein the first information is accompanied with a time when the first information is to be displayed on the first designated target display. The Examiner's rejection of this claim on page 11 of Paper No. 18 does not in any way address this claim limitation. Therefore, the Examiner has failed to prove a *prima facie* case of obviousness in rejecting claim 27. With respect to each of claims 28-35, the Examiner has not in any way specifically addressed any of these claim limitations. For this reason, each of these claims is separately patentable over the cited prior art. For example, with respect to claim 29, the Examiner has not shown that the sending step of claim 27 sends the first information over the Internet to the designated target display. The same is true with respect to claim 30.

With respect to claim 32, the Examiner has not specifically addressed this claim limitation. Claim 33 is patentable also since the Examiner has not addressed the claim limitation where the second network recited in the sending step of claim 27 is part of the Internet.

Claim 34, which recites further receiving and sending steps with respect to second information and a second target display is also not specifically addressed by the Examiner. Claim 35 is also not specifically addressed by the Examiner wherein in the receiving step the first information is accompanied with a designation of a second target display, and further comprising the program step of sending the first information over the second network to the second designated target display.

Claims 37-39 are patentable over the cited prior art for reasons similarly as given above with respect to claim 14.

With respect to claim 40, neither *Royal* nor *Adler*, nor their combination, teaches or suggests the steps of outputting information on whether the target display

device is available to display the content, permitting a selection of the target display device if it is available to display the content, and preventing a selection of the target display device if it is not available to display the content. As a result, one skilled in the art at the time the invention was made would not have been able to recreate claim 40 in view of *Royal* and *Adler*. The Examiner argues that a decision must be made as to whether or not to include an advertisement in the schedule of T time slots. However, Applicants again respectfully assert that *Adler* merely teaches determining the times for displaying advertisements on a single display unit. Claim 40, which depends from claim 37, recites that there is the step of permitting a selection of the target display device if it is available to display the content. This is not taught or suggested by *Adler*. All that *Adler* suggests is that time slots may be selected, but there is no selection of the target display device as a whole regarding its availability to display the content. Furthermore, and correspondingly, there is no suggestion or teaching in *Adler* to prevent a selection of the target display device if it is not available to display the content.

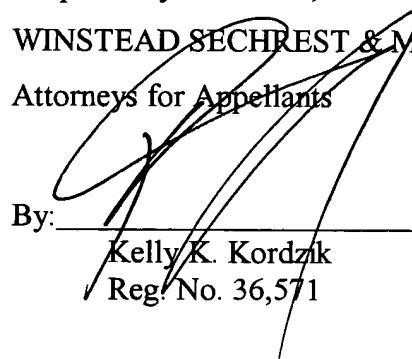
With respect to claim 41, the Examiner is attempting to reject all 3 steps recited in claim 41 with the mere teaching in *Adler* that as advertisements arrive, a decision must be made as to whether or not to include the advertisement in the schedule of T time slots. However, this does not teach or suggest outputting information on date and time availability of the target display device to display the content. It also does not teach or suggest permitting a selection of the target display device at a selected date and time if the target display device is available to display the content at the selected date and time. It also does not teach or suggest preventing a selection of the target display device at the selected date and time if the target display device is not available to display the content at the selected date and time.

Claim 55 is patentable for the same reasons as given above with respect to claim 17.

Respectfully submitted,

WINSTEAD SECHREST & MINICK P.C.

Attorneys for Appellants

By: 

Kelly K. Kordzik
Reg. No. 36,571

P.O. Box 50784
1201 Main Street
Dallas, Texas 75250-0784
(512) 370-2851

APPENDIX

14. A method for displaying information on an electronic billboard, comprising the steps of:

providing a first electronic billboard at a first location;

coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

providing a second electronic billboard at a second location;

coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

coupling the first and second information handling systems to a third information handling system over the Internet;

selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard;

selecting, via the third information handling system, a time period for displaying the information on the selected electronic billboard; and

displaying the information on the selected electronic billboard during the selected time period.

16. The method as recited in claim 14, wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards.

17. A method for displaying information on an electronic billboard, comprising the steps of:

providing a first electronic billboard at a first location;

coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

providing a second electronic billboard at a second location;

coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

coupling the first and second information handling systems to a third information handling system over the Internet;

selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard; and

displaying the information on the selected electronic billboard,

wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards,

wherein the list includes a map of the first and second locations.

18. A method for displaying information on an electronic billboard, comprising the steps of:

providing a first electronic billboard at a first location;

coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

providing a second electronic billboard at a second location;

coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

coupling the first and second information handling systems to a third information handling system over the Internet;

selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard;

displaying the information on the selected electronic billboard; and

charging an amount of money for the display of the information on the selected electronic billboard,

wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards.

19. A system for displaying information on an electronic billboard, comprising:
 - means for providing a first electronic billboard at a first location;
 - means for coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;
 - means for providing a second electronic billboard at a second location;

means for coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

means for coupling the first and second information handling systems to a third information handling system over a digital television broadcast network;

means for selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

means for uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard; and

means for displaying the information on the selected electronic billboard.

20. A system for displaying information on an electronic billboard, comprising:

means for providing a first electronic billboard at a first location;

means for coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

means for providing a second electronic billboard at a second location;

means for coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

means for coupling the first and second information handling systems to a third information handling system over the Internet;

means for selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

means for uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard;

means for selecting, via the third information handling system, a time period for displaying the information on the selected electronic billboard; and

means for displaying the information on the selected electronic billboard during the selected time period.

21. The system as recited in claim 19, wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards.

22. A system for displaying information on an electronic billboard, comprising:

means for providing a first electronic billboard at a first location;

means for coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

means for providing a second electronic billboard at a second location;

means for coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

means for coupling the first and second information handling systems to a third information handling system over the Internet;

means for selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

means for uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard; and

means for displaying the information on the selected electronic billboard,

wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards,

wherein the list includes a map of the first and second locations.

23. A system for displaying information on an electronic billboard, comprising:

means for providing a first electronic billboard at a first location;

means for coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

means for providing a second electronic billboard at a second location;

means for coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

means for coupling the first and second information handling systems to a third information handling system over the Internet;

means for selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

means for uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard;

means for displaying the information on the selected electronic billboard; and

means for charging an amount of money for the display of the information on the selected electronic billboard,

wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards, wherein the list includes a map of the first and second locations.

24. A method of advertising, comprising the steps of:
 - uploading advertising data to an ebillboard.net server via a remote computer by an advertiser;
 - uploading additional information concerning the advertiser via the remote computer by the advertiser at the advertiser's option;
 - transmitting the advertising data from the ebillboard.net server to a selected billboard;
 - transmitting the optional additional information concerning the advertiser from the ebillboard.net server to a web site dedicated to the selected billboard;
 - displaying on the selected billboard the advertising information at a selected time.

25. The method as recited in claim 24, wherein a consumer viewing the selected billboard is informed of the availability of additional information concerning the advertiser at the web site dedicated to the selected billboard.

27. A computer program product adaptable for storage on a computer readable medium, the computer program product operable for displaying information on an electronic display, comprising the program steps of:
 - receiving over a first network first information and a designation of a first target display; and

sending the first information over a second network to the first designated target display, wherein the first information is accompanied with a time when the first information is to be displayed on the first designated target display.

28. The computer program product as recited in claim 27, wherein the first network is the Internet.

29. The computer program product as recited in claim 27, wherein the second network is the Internet.

30. The computer program product as recited in claim 27, wherein the first and second networks are part of the Internet.

31. The computer program product as recited in claim 27, wherein the first information is displayed by the first designated target display.

32. The computer program product as recited in claim 27, wherein the first designated target display is selected from one of a plurality of target displays to which the first information could be designated.

33. The computer program product as recited in claim 32, wherein the first and second networks are part of the Internet.

34. The computer program product as recited in claim 33, further comprising the program steps of:

receiving over the first network second information and a designation of a second target display; and

sending the second information over the second network to the second designated target display.

35. The computer program product as recited in claim 33, wherein in the receiving step the first information is accompanied with a designation of a second target display, and further comprising the program step of sending the first information over the second network to the second designated target display.

37. A computer program product adaptable for storage on a computer readable medium, the computer program product operable for uploading content to an electronic display, comprising the program steps of:

- receiving content;
- receiving a designation of a target display device to display the content; and
- receiving a designation of a time that the target display device is to display the content.

38. The computer program product as recited in claim 37, further comprising the program step of uploading the content over a network to a data processing system controlling the target display device.

39. The computer program product as recited in claim 38, wherein the network is a global network.

40. The computer program product as recited in claim 37, wherein the second receiving program step further comprises the program steps of:

- outputting information on whether the target display device is available to display the content;
- permitting a selection of the target display device if it is available to display the content; and
- preventing a selection of the target display device if it is not available to display the content.

41. The computer program product as recited in claim 37, wherein the third receiving program step further comprises the steps of:

outputting information on date and time availability of the target display device to display the content;

permitting a selection of the target display device at a selected date and time if the target display device is available to display the content at the selected date and time; and

preventing a selection of the target display device at the selected date and time if the target display device is not available to display the content at the selected date and time.

55. A method as recited in claim 17, wherein the map is displayed on the third information handling system.

AUSTIN_1\235582\1
12179-P081US